

Remit To: CBS
P.O. BOX 33091
NEWARK, NJ 07188-0091



WCCO-TV

INVOICE

For: TOMMY THOMPSON FOR SENATE(342733)
PO BOX 2539
Madison, WI 53701-2539

Account Exec: Nicole Roy Pol
Office: GWTS-PH
Contract Num: 1141-54108
Contract Dates: 10/31/2012-11/06/2012
Customer Order:
Linked Order:
CPE: / / 3185

Invoice Num: 1141-416263
Invoice Date: 11/11/2012
Billing Cycle: Weekly
Billing Period: 10/29/2012-11/11/2012

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PAY BY 12/11/2012
Net 30 days

In Account With: STRATEGIC MEDIA PLACEMENT(146318)
7669 Stagers Loop
Delaware, OH 43015-7010
ATTN:Accounts Payable

Product Desc: Sen. Tommy Thompson Est#3185

Broadcast airtimes represented are reported to the nearest second.

Buy Line	Flight Description	Buy Line Dates	MTWTFSS	Dur	Total Spots	Rate				
1	THIS MORNING	11/01/2012-11/06/2012	. . . T F . .	30	3	750.00				
<u>Week Of</u>		<u>MTWTFSS</u>	<u>Spots Per Week</u>	<u>Rate</u>						
10/29/2012-11/04/2012		. . . T F . .	3	750.00						
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>	
11/01/2012	Th	06:38:34 AM		TTTV102701H	30	750.00				
11/01/2012	Th	06:59:31 AM		TTTV102701H	30	750.00				
11/02/2012	Fr	06:29:31 AM		TTTV102701H	30	750.00				
2	THIS MORNING	11/01/2012-11/06/2012	M T	30	2	810.00				
<u>Week Of</u>		<u>MTWTFSS</u>	<u>Spots Per Week</u>	<u>Rate</u>						
11/05/2012-11/11/2012		M T	2	810.00						
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>	
11/05/2012	Mo	06:23:06 AM		TTTV102701H	30	810.00				
11/06/2012	Tu	06:44:32 AM		TTTV102701H	30	810.00				
3	CBS THIS MORNING	11/01/2012-11/06/2012	. . . T F . .	30	4	450.00				
<u>Week Of</u>		<u>MTWTFSS</u>	<u>Spots Per Week</u>	<u>Rate</u>						
10/29/2012-11/04/2012		. . . T F . .	4	450.00						
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>	
11/01/2012	Th	08:24:31 AM		TTTV102701H	30	450.00				
11/01/2012	Th	08:54:31 AM		TTTV102701H	30	450.00				
11/01/2012	Th	08:59:31 AM		TTTV102701H	30	450.00				
11/02/2012	Fr	07:29:31 AM		TTTV102701H	30	450.00				

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4	CBS THIS MORNING		11/01/2012-11/06/2012		MT.....		30	2	540.00
<u>Week Of</u>		<u>MTWTFSS</u>		<u>Spots Per Week</u>		<u>Rate</u>			
11/05/2012-11/11/2012		MT.....		2		540.00			
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>
11/05/2012	Mo	08:44:10 AM		TTTV102701H	30	540.00			
11/06/2012	Tu	07:58:11 AM		TTTV102701H	30	540.00			
5	CBS THIS MORNING: SATURDAY		11/01/2012-11/06/2012	S.		30	2	400.00
<u>Week Of</u>		<u>MTWTFSS</u>		<u>Spots Per Week</u>		<u>Rate</u>			
10/29/2012-11/04/2012	S.		2		400.00			
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>
11/03/2012	Sa	06:28:01 AM		TTTV102701H	30	400.00			
11/03/2012	Sa	07:27:31 AM		TTTV102701H	30	400.00			
6	WCCO SUNDAY MORNING NEWS		11/01/2012-11/06/2012	S		30	1	800.00
<u>Week Of</u>		<u>MTWTFSS</u>		<u>Spots Per Week</u>		<u>Rate</u>			
10/29/2012-11/04/2012	S		1		800.00			
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>
11/04/2012	Su	10:28:47 AM		TTTV102701H	30	800.00			
7	SATURDAY 6P NEWS		11/01/2012-11/06/2012	S.		30	1	1,400.00
<u>Week Of</u>		<u>MTWTFSS</u>		<u>Spots Per Week</u>		<u>Rate</u>			
10/29/2012-11/04/2012	S.		1		1,400.00			
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>
11/03/2012	Sa	06:22:03 PM		TTTV102701H	30	1,400.00			

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8	LATE NEWS M-F/SU	11/01/2012-11/06/2012	. . . T F . .	30	6	2,800.00			
<u>Week Of</u>		<u>MTWTFSS</u>	<u>Spots Per Week</u>	<u>Rate</u>					
10/29/2012-11/04/2012		. . . T F . .	2	2,800.00					
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>
11/01/2012	Th	10:28:18 PM		TTTV102701H	30	2,800.00			
11/02/2012	Fr				30			2,800.00	Preempted
11/03/2012	Sa	11:47:04 PM	11/02/2012	TTTV102701H	30	2,200.00	2,200.00		Makegood in 22:56:10-23:54:45
11/03/2012	Sa	02:41:52 AM	11/02/2012	TTTV102701H	30	150.00	150.00		Makegood in 01:54:46-02:54:46
11/04/2012	Su	05:58:00 AM	11/02/2012	TTTV102701H	30	225.00	225.00		Makegood in WCCO 4 NEWS SUNDAY
11/04/2012	Su	06:58:57 AM	11/02/2012	TTTV102701H	30	225.00	225.00		Makegood in WCCO 4 NEWS SUNDAY
9	LATE NEWS M-F/SU	11/01/2012-11/06/2012	M	30	1	3,150.00			
<u>Week Of</u>		<u>MTWTFSS</u>	<u>Spots Per Week</u>	<u>Rate</u>					
11/05/2012-11/11/2012		M	1	3,150.00					
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>
11/05/2012	Mo	10:23:30 PM		TTTV102701H	30	3,150.00			
10	WCCO 4 NEWS AT 10:30	11/01/2012-11/06/2012 S	30	2	1,000.00			
<u>Week Of</u>		<u>MTWTFSS</u>	<u>Spots Per Week</u>	<u>Rate</u>					
10/29/2012-11/04/2012	 S	1	1,000.00					
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>
11/04/2012	Su				30			1,000.00	Preempted
11/04/2012	Su	11:35:41 PM	11/04/2012	TTTV102701H	30	1,000.00	1,000.00		Makegood in 23:05:00-23:35:00

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Buy Line	Flight Description		Buy Line Dates		MTWTFSS		Dur	Total Spots	Rate
11	LATE NEWS SAT		11/01/2012-11/06/2012	S.		30	2	2,200.00
<u>Week Of</u>		<u>MTWTFSS</u>		<u>Spots Per Week</u>		<u>Rate</u>			
10/29/2012-11/04/2012	S.		1		2,200.00			
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>
11/03/2012	Sa				30			2,200.00	Preempted
11/03/2012	Sa	11:29:28 PM	11/03/2012	TTTV102701H	30	2,200.00	2,200.00		Makegood in 22:56:10-23:54:45
12	CRIMINAL MINDS		10/31/2012-11/06/2012		..W....		30	1	4,500.00
CDR									
<u>Week Of</u>		<u>MTWTFSS</u>		<u>Spots Per Week</u>		<u>Rate</u>			
10/29/2012-11/04/2012		..W....		1		4,500.00			
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>
10/31/2012	We	08:33:06 PM		TTTV102701H	30	4,500.00			
13	JEFF PROBST SHOW		11/01/2012-11/06/2012		...TF..		30	2	350.00
LUR									
<u>Week Of</u>		<u>MTWTFSS</u>		<u>Spots Per Week</u>		<u>Rate</u>			
10/29/2012-11/04/2012		...TF..		2		350.00			
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>
11/01/2012	Th	09:34:50 AM		TTTV102701H	30	350.00			
11/02/2012	Fr	09:20:10 AM		TTTV102701H	30	350.00			
14	JEFF PROBST SHOW		11/01/2012-11/06/2012		M.....		30	1	405.00
<u>Week Of</u>		<u>MTWTFSS</u>		<u>Spots Per Week</u>		<u>Rate</u>			
11/05/2012-11/11/2012		M.....		1		405.00			
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>
11/05/2012	Mo	09:21:36 AM		TTTV102701H	30	405.00			

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15	NOON NEWS	11/01/2012-11/06/2012	. . . T . . .	30	1	700.00				
CDR										
<u>Week Of</u>		<u>MTWTFSS</u>		<u>Spots Per Week</u>		<u>Rate</u>				
10/29/2012-11/04/2012		. . . T . . .		1		700.00				
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>	
11/01/2012	Th	12:23:39 PM		TTTV102701H	30	700.00				
16	DR. PHIL	11/01/2012-11/06/2012	. . . T . . .	30	1	475.00				
CDR										
<u>Week Of</u>		<u>MTWTFSS</u>		<u>Spots Per Week</u>		<u>Rate</u>				
10/29/2012-11/04/2012		. . . T . . .		1		475.00				
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>	
11/01/2012	Th	03:24:36 PM		TTTV102701H	30	475.00				
17	NCAA COLLEGE FOOTBALL	11/01/2012-11/06/2012 S .	30	1	1,800.00				
CDR										
<u>Week Of</u>		<u>MTWTFSS</u>		<u>Spots Per Week</u>		<u>Rate</u>				
10/29/2012-11/04/2012	 S .		1		1,800.00				
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>	
11/03/2012	Sa	09:57:43 PM		TTTV102701H	30	1,800.00				
18	UNDERCOVER BOSS	11/01/2012-11/06/2012 F . .	30	1	3,100.00				
<u>Week Of</u>		<u>MTWTFSS</u>		<u>Spots Per Week</u>		<u>Rate</u>				
10/29/2012-11/04/2012	 F . .		1		3,100.00				
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>	
11/02/2012	Fr	07:29:35 PM		TTTV102701H	30	3,100.00				

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19	NFL REGULAR SEASON GAMES	11/01/2012-11/06/2012S	30	1	5,000.00				
<u>Week Of</u>		<u>MTWTFSS</u>	<u>Spots Per Week</u>	<u>Rate</u>						
10/29/2012-11/04/2012	S	1	5,000.00						
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>	
11/04/2012	Su	11:58:34 AM		TTTV102701H	30	5,000.00				
20	SUNRISE THIS MORNING	11/01/2012-11/06/2012	MT..F..	30	3	350.00				
<u>Week Of</u>		<u>MTWTFSS</u>	<u>Spots Per Week</u>	<u>Rate</u>						
10/29/2012-11/04/2012		MT..F..	1	350.00						
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>	
11/02/2012	Fr	05:39:17 AM		TTTV102701H	30	350.00				
<u>Week Of</u>		<u>MTWTFSS</u>	<u>Spots Per Week</u>	<u>Rate</u>						
11/05/2012-11/11/2012		MT..F..	2	350.00						
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>	
11/05/2012	Mo	05:40:19 AM		TTTV102701H	30	350.00				
11/06/2012	Tu	04:58:07 AM		TTTV102701H	30	350.00				
21	SAT 8AM NEWS	11/01/2012-11/06/2012S.	30	1	500.00				
<u>Week Of</u>		<u>MTWTFSS</u>	<u>Spots Per Week</u>	<u>Rate</u>						
10/29/2012-11/04/2012	S.	1	500.00						
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>	
11/03/2012	Sa	08:54:32 AM		TTTV102701H	30	500.00				

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22	STORM STORIES		11/01/2012-11/06/2012	S.		30	2	650.00
<u>Week Of</u>		<u>MTWTFSS</u>		<u>Spots Per Week</u>		<u>Rate</u>			
10/29/2012-11/04/2012	S.		1		650.00			
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>
11/03/2012	Sa				30			650.00	Preempted
11/03/2012	Sa	12:15:30 AM	11/03/2012	TTTV102701H	30	650.00	650.00		Makegood in 23:54:45-00:25:53
23	ELLEN DEGENERES		11/01/2012-11/06/2012		M.....		30	1	810.00
<u>Week Of</u>		<u>MTWTFSS</u>		<u>Spots Per Week</u>		<u>Rate</u>			
11/05/2012-11/11/2012		M.....		1		810.00			
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>
11/05/2012	Mo	03:57:59 PM		TTTV102701H	30	810.00			
24	THE LATE LATE SHOW W/CRAIG FERGUS		11/01/2012-11/06/2012		M..T F..		30	3	270.00
CDR									
<u>Week Of</u>		<u>MTWTFSS</u>		<u>Spots Per Week</u>		<u>Rate</u>			
10/29/2012-11/04/2012		M..T F..		2		270.00			
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>
11/01/2012	Th	12:34:45 AM		TTTV102701H	30	270.00			
11/02/2012	Fr	12:33:50 AM		TTTV102701H	30	270.00			
<u>Week Of</u>		<u>MTWTFSS</u>		<u>Spots Per Week</u>		<u>Rate</u>			
11/05/2012-11/11/2012		M..T F..		1		270.00			
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>
11/05/2012	Mo	12:06:39 AM		TTTV102701H	30	270.00			
25	10P NEWS REPLAY		11/01/2012-11/06/2012		...T F..		30	2	200.00
CDR									

Warranty - We warrant the above broadcasts were made according to the official station log.

Remit To: CBS
P.O. BOX 33091
NEWARK, NJ 07188-0091

CBS TELEVISION STATIONS
CW

WCCO-TV

INVOICE

Account Exec: Nicole Roy Pol
Office: GWTS-PH
Contract Num: 1141-54108
Contract Dates: 10/31/2012-11/06/2012
Customer Order:
Linked Order:
CPE: / / 3185

Invoice Num: 1141-416263
Invoice Date: 11/11/2012
Billing Cycle: Weekly
Billing Period: 10/29/2012-11/11/2012

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For: TOMMY THOMPSON FOR SENATE(342733)
PO BOX 2539
Madison, WI 53701-2539

In Account With: STRATEGIC MEDIA PLACEMENT(146318)
7669 Stagers Loop
Delaware, OH 43015-7010
ATTN:Accounts Payable

Product Desc: Sen. Tommy Thompson Est#3185

Broadcast airtimes represented are reported to the nearest second.

PAY BY 12/11/2012
Net 30 days

Buy Line	Flight Description	Buy Line Dates	MTWTFSS	Dur	Total Spots	Rate			
<u>Week Of</u>		<u>MTWTFSS</u>		<u>Spots Per Week</u>		<u>Rate</u>			
10/29/2012-11/04/2012		...TF..		2		200.00			
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>
11/01/2012	Th	01:03:50 AM		TTTV102701H	30	200.00			
11/02/2012	Fr	12:52:42 AM		TTTV102701H	30	200.00			
<u>Total Spots</u>		<u>Gross Amt</u>		<u>Commission Amt</u>		<u>Net Amt</u>	<u>Debit</u>	<u>Credit</u>	<u>Reconciliation</u>
Air Time Totals		43		42,600.00		6,390.00	36,210.00	6,650.00	6,650.00 0.00

Billing Notes

CBS Television Stations Standard Terms and Conditions for advertising shall apply.

NONDISCRIMINATION POLICY: CBS Television Stations and its Stations do not discriminate in advertising contracts on the basis of race or ethnicity, and will not accept any advertising which is intended to discriminate on the basis of race or ethnicity. Advertiser represents and warrants that it is not purchasing time from CBS Television Stations or its Stations that is intended to discriminate on the basis of race or ethnicity.

Wire Transfer Instructions:

For Billing Inquiries Please Contact:
CONTROLLERS OFFICE: WCCO-TV

(612) 330-2418

Gross Billing	42,600.00
Trade Value	0.00
Agency Commission	6,390.00
Local Tax	0.00
State Tax	0.00
Pre Paid Amount	0.00
Pay This Amount	36,210.00

Warranty - We warrant the above broadcasts were made according to the official station log.